

Weight Change Strategy and Tactics

January 2000

Summary of Tactics and Implementation

- Market Research Conducted- June 1999
- Recommendations
- Marketing Materials Development-August 1999
- Training/Implementation-September 1999
- What do the results say?-November 1999

Zyprexa Market Research - Weight Gain & Other side effects June 1999

Key Results:

- **Weight gain important but less than EPS**
- **Lilly Perceived as minimizing weight gain problem.**
- **Need for more data on weight gain.**
- **EPS seen more frequently with Risperidone - an anti-parkinsonian agent is added instead of discontinuing the patient.**

Marketing Materials

- New Visual Aid-Adherence section
 - Accomplished 3 things
 - Put weight change into perspective with EPS and Prolactin related side effects
 - Added additional “facts” to show that it is common with psychotropics, most patients gain little if any weight and few discontinue if they do gain and weight change plateaus over time without intervention
 - Bottom line weight change is manageable

Training/Implementation

- **Message Flow Guide** (see email word attachment and pictorial of visual aid section)
 - The purpose here was to guide reps on how to flow through the information and when to utilize it (i.e answer the questions and handle the objections)

Results Post Implementation

- Message recall results (unprompted) indicate that although weight gain remains an important issue that a significant proportion (26%) do feel that it is manageable.

Zyprexa Message Recall - Limiting Factors

What factors, if any, have limited you from prescribing Zyprexa (olanzapine)?

